LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 100—Plate 2—Req. No. 10662—1 page—4/c blend—(7⅛ x 10⅛ in.)—National Magazines, 1975 (A)
Printed in U.S.A.

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Enjoy smoking longer without smoking more.

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More than just a new brand. Saratoga 120's are a whole new idea in smoking pleasure. Look for them in the new 120 mm crush-proof box.

Standard 100's

Saratoga 120's

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